MARKETING INFORMATION MANAGEMENT

Marketing Information Management is a course of study that focuses on the system (planning, collecting, processing information, and implementing information) for conducting research to determine marketing strategies. The course is targeted at students who need a basic understanding of research procedures, data interpretations, and communication of findings.

Recommended Pre-requisite: **One marketing credit in a core course***

Recommended Credits: **1/2 – 3***

Recommended Grade Levels: **11th, 12th**

***Note1: Core courses: Marketing and Management I – Principles; Services Marketing; Retail Operations; Wholesale Operations; Financial Services Marketing**

***Note 2: Standards to be completed for ½ credit are identified with one asterisk (*). Additional standards to be completed for 1 credit are identified with two asterisks (**).**
A paid, credit-generating work-based learning component is recommended for advanced students for up to 2 additional credits. This standard is identified by three asterisks (***).

Marketing

Marketing Information Management

*STANDARD 1.0

The student will analyze the function of marketing information management systems.

*STANDARD 2.0

The student will examine the methods for gathering marketing information using technology.

**STANDARD 3.0

The student will evaluate marketing information management systems as an approach to problem solving.

**STANDARD 4.0

The student will relate the nature of marketing research to a marketing information management system.

*STANDARD 5.0

The student will apply organizational and leadership skills.

***STANDARD 6.0

The student will analyze how marketing information management principles are applied in a specific work-based learning experience.

*STANDARD 7.0

The student will apply and relate other academic subject areas to marketing information management.

Marketing Information Management

COURSE DESCRIPTION: Marketing Information Management is a course of study that focuses on the system (planning, collecting, processing information, and implementing information) for conducting research to determine marketing strategies.

STANDARD 1.0

The student will analyze the function of marketing information management systems.

LEARNING EXPECTATIONS

The student will:
1.1   Examine basic components of a marketing information management system.
1.2   Investigate the concepts that are essential to marketing information management systems.
1.3   Appraise the impact of information systems on marketing and their importance to management.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:
1.1   Analyzes basic terminology.
1.2   Diagrams the basic process of marketing information management systems.
1.3   Relates management use of information systems to analyze and evaluate production to marketing and finance decisions.

INTEGRATION/LINKAGES

Mathematics, Technology, Language Arts, Science, Social Studies

SAMPLE PERFORMANCE TASKS

- Form teams to compete locally in terminology and marketing concepts using DECA competitive series events guidelines.
- Plan a research project, complying with Marketing Research Events Guidelines established in the DECA Guide.

STANDARD 2.0

The student will examine the methods for gathering marketing information using technology.

LEARNING EXPECTATIONS

The student will:
2.1   Analyze common marketing uses of computers.
2.2   Inspect the social and economic effects of computers.
2.3   Explain the use of on-line marketing databases.
2.4   Examine technology trends affecting marketing research.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:
2.1 Appraises computers as a tool for planning, organizing and controlling costs, sales, inventory, and information.
2.2 Examines privacy laws related to the collection and distribution of information.
2.3 Compares and contrasts the development of computer applications.
2.4 Projects future trends and their application to market research.

INTEGRATION/LINKAGES

Mathematics, Technology, Language Arts, Science, Social Studies

SAMPLE PERFORMANCE TASKS

- Design a computerized questionnaire to survey community about attitudes on companies selling personal information to telemarketers.

STANDARD 3.0

The student will evaluate marketing information management systems as an approach to problem solving.

LEARNING EXPECTATIONS

The student will:
3.1 Experiment with a systematic approach to solving marketing problems.
3.2 Inspect the development of the marketing information management process.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:
3.1 Interprets the stages of problem solving.
3.2 Analyzes and prepares a marketing information management flowchart.

INTEGRATION/LINKAGES

Mathematics, Technology, Language Arts, Science, Social Studies

SAMPLE PERFORMANCE TASKS

- Develop a flowchart depicting the research design.
- Prepare Section II: Introduction of the Marketing Research Event project according to DECA Guides.

STANDARD 4.0

The student will relate the nature of marketing research to a marketing information management system.

LEARNING EXPECTATIONS

The student will:
4.1   Examine the importance of marketing research in today's competitive business environment.
4.2   Compare and contrast the techniques for conducting and analyzing marketing research.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:
4.1   Compares the advantages and disadvantages between formal and informal research.
4.2   Differentiates among various types of research: market, product, advertising, and sales.
4.3a Identifies secondary data sources.
4.3b Identifies primary data sources.

INTEGRATION/LINKAGES

Mathematics, Technology, Language Arts, Science, Social Studies

SAMPLE PERFORMANCE TASKS

- Develop Section III and IV of the Marketing Research Project.
- Design a research tool.

STANDARD 5.0

The student will apply organizational and leadership skills.

LEARNING EXPECTATIONS

The student will:
5.1   Demonstrate a knowledge of DECA.
5.2   Utilize critical thinking in decision-making situations.
5.3   Identify and develop personal characteristics needed in leadership situations.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:
5.1   Relates his/her knowledge of DECA through a written or an oral evaluation.
5.2   Solves problems utilizing role-play, team decision-making and DECA projects.
5.3   Accepts task/project responsibilities in the class or DECA activities.

SCANS, National Marketing Education Standards, Marketing Education Advisory Committee, Chamber Partnerships, Language Arts, Speech, Mathematics, Business Communications

SAMPLE PERFORMANCE TASKS

- Join and participate in DECA.
- Attend a leadership conference.
- Chair a committee.
- Organize a DECA project.

STANDARD 6.0

The student will analyze how marketing information management principles are applied in a specific work-based learning experience.

LEARNING EXPECTATIONS

The student will:
6.1   Apply principles of marketing information management to a work-based situation.
6.2   Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities.
6.3   Evaluate and apply principles of ethics as they relate to the work-based experience.
6.4   Employ the principles of safety to the work-based experience.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:
6.1   Scores average or above on the employer performance evaluation.
6.2   Designs a plan to include his/her schedule of activities.
6.3   Records and assesses workplace events based on their ethical implications.
6.4a Makes a passing score on a class-based or work-based safety evaluation.
6.4b Applies safety rules and regulations to the work site.

INTEGRATION/LINKAGES

SCANS, National Marketing Education Standards, Community Employers, Language Arts, Mathematics, Science

SAMPLE PERFORMANCE TASKS

- Compose and maintain a journal to include general work site experiences, time management planning, and evaluation of ethical behavior.
- Create a training manual for a new employee outlining the safety considerations for the job.
- Keep a report of wages and hours on the job.

STANDARD 7.0

The student will apply and relate other academic subject areas to marketing information management.

<u>LEARNING EXPECTATIONS</u>

The student will:

Language Arts
7.1   Write formally in reports, narratives, and essays.
7.2   Write informally in outlines, notes, etc.
7.3   Speak and write using standard English (including grammar usage, punctuation, spelling, capitalization, etc.).

Social Science
7.4   Use tools in social sciences including surveys, maps and documents, and behavior analysis models.
7.5   Differentiate elements of geographical studies and analysis and their relationship to changes in society and the business environment.

Mathematics
7.6   Solve addition, subtraction, multiplication, and division problems and apply these operations and concepts in business.
7.7   Relate data analysis and percentages to the interpretation of data.

Technology
7.8   Examine computer application in marketing.
7.9   Discuss functions of basic pieces of computer hardware.
7.10 Formulate ideas about the future of technology in marketing.

Science
7.11 Analyze vital statistics of a community.

<u>PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET</u>

The student:

Language Arts
7.1   Writes a report on the importance of marketing information management.
7.2   Outlines a presentation on marketing information management.
7.3   Presents an oral presentation.

Social Science
7.4   Interprets a behavior analysis model.
7.5   Evaluates information obtained through various research instruments.

Mathematics
7.6   Calculates responses of research instruments.
7.7   Prepares a computer generated graph to present data.

Technology

7.8   Demonstrates basic computer skills.
7.9   Identifies and demonstrates the use of computer hardware.
7.10 Examines the use of technology in marketing and its future trends.

Science

7.11 Applies basic biological age groupings in developing marketing research instruments.

INTEGRATION/LINKAGES

SCANS, National Marketing Education Standards, Community Employers, Language Arts, Mathematics, Science

SAMPLE PERFORMANCE TASKS

- Prepare Section V: Recommendations of the Marketing Research Event project according to DECA Guide.
- Set up an oral presentation of Marketing Research Event project for a local school board.
- Write a written report on trends in marketing technology.
- Write a report on a foreign country's technology capabilities.
- Perform basic math skills.

SUGGESTED RESOURCES

Marketing Research Association, Chicago, Illinois (312-644-6610)
Advances in Consumer Research
Findex; Cambridge Information Group Directories, Inc. (301-961-6750)
Journal of Marketing Research
Research in Marketing
Marketing Essentials; Glencoe
Statistical Abstract of the United States -- (secondary)
Marketing Principles and Practices; Glencoe
Business and Marketing Computer Applications for Microsoft Works; Glencoe
Marketing Foundations and Functions, Southwestern
Nielson Marketing Research (203-353-7000)
National Marketing Standards
National DECA
DECA Guide
Tennessee Marketing and DECA Operations Guide
MarkEd – Marketing Resource Center
MarkEd Laps
SCANS
Area Chamber Partnerships
Vocational Advisory Committees